

Message Text

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TO USLO PEKING

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E.O. 11652: N/A

TAGS: SCUL, PFOR, CH

SUBJECT: PROPOSAL FOR EXCHANGE OF EXHIBITIONS WITH PRC

IN 1976

1. MR. LEONARD GARMENT, COUNSEL TO THE PRESIDENT, HAS ASKED THE SECRETARY FOR HIS COMMENTS ON A PROPOSAL FOR EXCHANGE OF EXHIBITIONS WITH THE PRC IN 1976 AS PART OF THE US BICENTENNIAL CELEBRATION. SCALE AND CHARACTER OF THESE EXHIBITIONS WOULD BE PATTERNED AFTER THOSE WHICH WERE EXCHANGED BETWEEN US AND USSR IN 1959. THEY WOULD BE CULTURAL AND INFORMATIONAL IN CONTENT AND WOULD EACH OCCUPY ABOUT 500,000 SQUARE FEET OF SPACE IN EXISTING OR SPECIALLY CONSTRUCTED FACILITIES. NEW STRUCTURES WOULD REVERT TO HOST GOVERNMENT.

2. PROPOSAL IS THAT RECIPROCAL EXHIBITIONS BE OPEN TO THE PUBLIC FOR THREE MONTHS IN 1976, DESIGNED TO ACCOMMODATE LIMITED OFFICIAL USE

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200,000 VISITORS DAILY. AS EXPLAINED BY EXHIBITION

DESIGNERS, THE US EXHIBIT WOULD INCLUDE SATELLITE
TELECASTS OF CULTURAL, SPORTS, AND SCIENTIFIC ACTIVITIES
IN THE US; CONTINUOUS LIVE PERFORMANCES IN PEKING BY
AMERICAN PERFORMING ARTISTS, SPORTSMEN, CRAFTSMEN, ETC.;
LECTURES BY SPECIALISTS IN VARIOUS ASPECTS OF AMERICAN
LIFE; A FOOD BAZAAR SELLING "TYPICAL" AMERICAN FOODS SUCH
AS BAKED BEANS, SPARERIBS, HOT DOGS, AND PIZZA; A
COMPREHENSIVE AMERICAN PAINTING AND SCULPTURE COLLECTION OF
THE LAST 200 YEARS; A FOLK ART EXHIBIT; A SPACE
EXPLORATION EXHIBIT; A FILM FESTIVAL; A PAPERBACK BOOK
AND RECORD STORE; A NEWSSTAND DISPLAYING CURRENT NEWS-
PAPERS AND MAGAZINES; AND A SOUVENIR BAZAAR.

3. THE PROPOSAL ALSO INCLUDES PROVISION FOR ONE HUNDRED
YOUNG AMERICANS TO BE RECRUITED AS GUIDES ON THE BASIS OF
THEIR FLUENCY IN CHINESE AND THEIR UNDERSTANDING OF
CHINESE CULTURE, TRADITIONS AND HISTORY.

4. FRANKLY, WE HAVE RESERVATIONS ABOUT THE APPROPRIATENESS
A) OF AN EXCHANGE OF EXHIBITS OF THIS SIZE WITH THE PRC AND
B) OF APPROACHING THE CHINESE NOW WITH A PROPOSAL FOR ANY
EXCHANGE OF EXHIBITS OF THIS SORT. (THE DESIGNERS SAY THAT AN
EXHIBIT IN US-BUILT FACILITIES IN PEKING WOULD REQUIRE THREE
YEARS TO PREPARE; AN EXHIBIT IN EXISTING FACILITIES
WOULD REQUIRE TWO AND ONE-HALF YEARS SO PLANNING AND CONSULTA-
TION WITH THE PRC WOULD HAVE TO BEGIN AT ONCE.) NO OTHER
EXHIBITS OF THIS SORT ARE BEING CONSIDERED FOR OTHER COUNTRIES.
DISCUSSIONS ARE BEING HELD WITH SOME COUNTRIES CONCERNING
SMALL-SCALE EXHIBITS (DOLS. 5 MILLION) AND NARROW SCOPE (E.G.,
IN PARIS--AGE OF FRANKLIN AND JEFFERSON) OVERSEAS AND EVEN
SMALLER FOREIGN EXHIBITS BY A FEW COUNTRIES IN THE US.
ROC OFFICIALS HAVE MADE REFERENCE TO PARTICIPATION IN THE
BICENTENNIAL, AND A PRC/ROC CONFRONTATION COULD DEVELOP IF
BOTH WERE TO ESTABLISH EXHIBITS IN THIS COUNTRY.

5. BEFORE RESPONDING TO MR. GARMENT, WE WOULD APPRECIATE
USLO'S VIEWS.
ROGERS

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